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DM	YLD	
1224		
1225	✓	05
1226	✓	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16
1229		
1230	✓	1,2,4,5,6,7,8,9,10,11,12,13,14,15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

April 20, 1995

To: M. P. Washo
R. H. Fricke
Audrey Evanchik
All RJR Divisions With Direct Responsibility For Shop Rite Member Owned Stores

RE: Wakefern Food Corporation (All Shop Rite Stores)

Our Partners Wholesale and Retail Programs were presented to Wakefern Food Corporation this past week. The Retail Program was presented as information, as a direct link to the Wholesale Program.

Below are listed key points of the Retail Presentation:

- All Member Stores and Groups will be presented the 1995 Partners Retail Program in the next few weeks.
- Volume (RJR and Industry) will be taken from AIM Data, or can be determined from store scan data.
- In the case of Members with more than one store, chain averaging can be used.
- Stores with cigarettes non self-service can qualify for the Base Non-Self-service Carton Program using one of two methods:
  ① Self-Service RJR Package Merchandiser (s)
  ② Self-Service RJR Single Pack PCD, I. E. Customer Service Counter
- All Member Stores/Groups that sign Base Contracts (S/S or NSS) will qualify for our Co-Marketing Accrual Program. We have received approval from Winston-Salem to "convert" these funds for use in Price Plus Programs. When signing the Co-Marketing Contract with a Shop Rite Member or Group, please do the following:
  ① **Inform customer that accrual monies will be used for Price Plus Programs through Wakefern.**
  ② **Write in on the bottom of each contract..."Please assign my funds accrued for this Program for use in Price Plus, to be credited to my stores".**

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Copies of all Co-Marketing Contracts handled in the above manner should be forwarded to this office. Please ensure that the SIS or Chain I. D. Number is included on the contract. I will handle all payments for this Program.

Wakefern was very impressed with all aspects of our Partners Program. I believe that this positive attitude will be conveyed to their Members in the coming weeks.

If you have any questions, please call me.

As always, thank you for your valued assistance.

Regards,
Nick
G. N. Kuruc, Jr.
Gk
cc: M. A. Young
B. G. Norman, Jr.
Lori O'Connor

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